



GfK Roper Research Study

****IMPORTANT:** The full summary will be available following the release of the Roper Research Study results, just prior to launch of ToGetHerThere on January 31.*

Background and Objectives

Edelman, in its work with Girl Scouts of the USA, is interested in understanding more deeply the issues and barriers that keep girls from leading to their fullest potential. The research study is designed to:

1. Better understand the ways in which girls are engaging in and opting out of leadership roles.
2. Better understand how/why the “cycle of discouragement” prevents girls from realizing their aspirations.
3. Ultimately, motivate adults—men, women, parents, grandparents, school officials, corporations, colleagues, and peers—to take steps to help girls embrace their potential as future leaders.

The research, which will be released to the press and public in January 2012, supports the launch of ToGetHerThere.